WHAT IS CLAIMED IS:

1. A liquid crystal display device, comprising:

a pair of substrates;

a liquid crystal layer disposed between the substrates;

common electrodes in the form of stripes arranged on an inner surface of one of the substrates; and

pixel electrodes, having a generally rectangular shape, arranged on an inner surface of the other substrate;

the liquid crystal layer including liquid crystal molecules with negative dielectric anisotropy, which are vertically aligned in an initial state; and

outer edges of the pixel electrodes being positioned inside or outside of corresponding outer edges of the common electrodes so that tilt directions of the vertically aligned liquid crystal molecules are controlled.

2. The liquid crystal display device according to Claim 1, tilted electric fields being produced between the pixel electrodes and the common electrodes by positioning the outer edges of the pixel electrodes inside or outside the corresponding outer edges of the common electrodes, so that the tilt directions of the liquid crystal molecules are controlled depending on the tilted electric fields.

3. The liquid crystal display device according to Claim 1,

at least one of slit apertures and protrusions being provided on at least one of the pixel electrodes and the common electrodes that control the tilt directions of the vertically aligned liquid crystal molecules; and

the outer edges of one of a pixel electrode and a common electrode having at least one of outermost apertures and protrusions within one pixel that are positioned outside the outer edges of the other electrode.

4. The liquid crystal display device according to Claim 3, at least one of the apertures and the protrusions being provided on both the pixel electrodes and the common electrodes, and being alternately arranged on different electrodes.

5. The liquid crystal display device according to Claim 3, the outer edges of the pixel electrodes being positioned approximately W/2 inside or outside the outer edges of the common electrodes, where W is the width of at least one of an aperture and a protrusion.

6. The liquid crystal display device according to Claim 1,

each of a plurality of dot areas including a transmissive display area for transmissive mode and a reflective display area for reflective mode; and

adjusting layers being disposed between at least one of the pair of substrates and the liquid crystal layer, and at least in the reflective display area, the adjusting layer being disposed for varying a thickness of the liquid crystal layer between the reflective display area and the transmissive display area.

7. The liquid crystal display device according to Claim 1, further comprising:

a black matrix disposed between neighboring dot areas, the black matrix being disposed outside the outer edge of one of the pixel electrode and the common electrode having the outer edge being positioned inside that of the other electrode.

8. The liquid crystal display device according to Claim 1, two-terminal nonlinear elements being coupled to the pixel electrodes.

9. An electronic apparatus, comprising the liquid crystal display device described in Claim 1.